

**REMARKS/ARGUMENTS**

In response to the Examiner's Office Action of January 14, 2010 issued in relation to the present Patent Application, the Applicants submit Amendments to the claims, and the below Remarks.

Claims 1-4, 8, 11, 14, 17 and 20 are presented for examination. Claim 1 is an independent claim.

***Regarding 35 USC 103(a) Rejections***

Claims 1, 2, 4, 11, 14, and 17 are rejected under 35 USC 103(a) as being unpatentable over Lubow et al (US Pub. No. 2006/0118631) in view of Pinchen et al. (US 7,188,774) and in further view of Dymetman et al. (US 6,330,976).

Claims 3 and 8 are rejected as being unpatentable over Lubow et al in view of Pinchen et al., in further view of Dymetman, and yet further in view of Klein (US Pub. No. 2001/0037248).

Claim 20 is rejected as being unpatentable over Lubow et al in view of Pinchen et al., Dymetman, Klein, and further in view of Endoh (US 5,818,031).

Dymetman is relied upon for teaching controlling a printer to thereby print a plurality of coded data portions on the interface surfaces

Claim 1 has been amended to define that the printer prints both visible graphic data and invisible coded data portions simultaneously.

Dymetman teaches that specialist "coded substrate suppliers" produce coded substrates having machine readable markings. A "publisher can buy these apparently uniformly white sheets and can print visible markings on them using standard ink." (Column 11, lines 63-65) Thus, Dymetman teaches that only the machine readable markings are printed by the coded substrate supplier, and that a separate process is used for printing the visible markings. Dymetman fails to teach that visible graphic data and invisible coded data portions are printed simultaneously.

In view of the foregoing it is submitted that claim 1, and all claims dependent on claim 1 are allowable.

**CONCLUSION**

It is respectfully submitted that all of the Examiner's rejections have been traversed. Accordingly, it is submitted that the present application is in condition for allowance and reconsideration of the present application is respectfully requested.

Very respectfully,

Applicant/s:

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